

# **Downtown Muskegon Business Improvement District**

## **Meeting Agenda**

**May 23, 2017**

**380 Western Ave., Suite 202 Muskegon, MI at 4 PM**

- 1) Call to Order
- 2) Consent Agenda
  - a) Approval of Agenda
  - b) Approval of Minutes from the special meeting April 25, 2017
  - c) Acceptance of financial statements as of April 30, 2017
- 3) Public Comment (on an agenda item)
- 4) Unfinished Business
  - a) Final vote on recommendation to the Muskegon City Commission on 2018-2020 BID renewal
- 5) New Business
  - a) Proposed 2018-2020 budget based upon recommended district/assessments
  - b) Information/discussion on two 2017 events-promotion-marketing expenditures
- 6) Other Business
  - a) Next meeting is Tuesday July 25, 2017 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair.
- 8) Adjournment

To: BID board members

From: Dave Alexander, DMN executive director

Re: Background on May 23 agenda items

Date: 5-19-17



**BID renewal:** Please find in your agenda packet all of the documents I think you should need in coming to a final decision on a recommendation to the Muskegon City Commission on the extension of the Business Improvement District beyond 2017. There is a memo on a timeline for BID extension, which needs to be approved by the city commission by Oct. 31. City planner Mike Francek and I are planning on having the two public hearings on the last commission meeting of August and September. There is an outline of the key questions answered by BID votes at the April special meeting, a copy of the proposed new boundaries, recommendation of changes in classifications due to bylaw change for B properties and a list of new properties in the expanded district.

**Future BID budgets:** With a final recommendation on the BID elements, the last decision is a projected BID annual budget. I have written you a separate memo on the budget.

**BID expenditures:** I want to let you know what I am thinking for expenditures in the events-marketing-promotion and streetscape areas of the 2017 budget.

I have provided you again a breakdown of the \$24,000 line item 2017 events-marketing-promotion. I would like use the \$10,000 for co-op advertising in two ways. The first would be a \$5,000 contribution for a "sponsored content" project being put together by a group of community organizations through RapidGrowth and Issues Media Company. The IMG proposal is attached and is in conjunction with the Imagine Muskegon Lake community planning later this year. RapidGrowth would "embed" a journalist in Muskegon for six months to tell the story of our lake and our community. Downtown and its current progress is a huge part of Imagine Muskegon Lake and that story. The overall project is a \$48,000 effort that will also need the financial support of the Michigan Economic Development Corp., Community Foundation for Muskegon County and Pure Muskegon – all asked for \$12,000. The final quarter could be a combination of the BID, Watch Muskegon and the Muskegon Lakeshore Chamber of Commerce. This digital news focus on development in Muskegon gets our downtown story out to the greater West Michigan region and beyond.

A second \$5,000 for advertising I suggest be combined with \$5,000 from Watch Muskegon to purchase billboards in the Grand Rapids market. One billboard for one month costs about \$2,000. These Watch Muskegon billboards would be downtown specific.

The second expenditure area is in the \$13,000 streetscape line item which has only been used for a \$5,000 contribution to the pop-up shops of Western Market. DMN/BID received a total of \$3,000 from two community foundation donors for downtown community message boards. I have included a quote from Graphics House for \$2,350 apiece for the community message boards. I would put one at the Depot and one at the Farmers Market. A larger format changeable sign frame would go on the Alcoa stage wall facing the Third-Western traffic circle for \$500. These permanent message locations will highlight downtown events and provide general downtown promotional messages with a Watch Muskegon theme. With a total cost of \$5,200, I would combine the \$3,000 foundation donations with

\$2,200 of BID streetscape funds. The only other streetscape expenditure I have in mind is to support downtown Christmas decorations.

Both of these items will be presented to the Downtown Muskegon Now board for approval at its June 8 meeting.

# **Downtown Muskegon Business Improvement District**

## **Special Meeting Minutes**

April 25, 2017

380 W. Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:03 PM

2) Attendance:

Doug Pollock, Gary Post, John Riegler, Mike Hennessy, Frank Peterson, Bob Tarrant and Bruce Lindstrom

Excused Absent(s): Phyllis Watson-Laudermill.

Guests: Dave Alexander, Downtown Muskegon Now director; Cindy Larsen, Muskegon Lakeshore Chamber of Commerce, Dennis Lohman, Northwest Industrial Supply and Muskegon City Commissioner Ken Johnson.

3) Election of a new vice chairman 2017

A motion was made to elect Gary Post vice chairman as Vice Chairman Justin Clark left the board for a new job assignment out of Muskegon.

**Motion: John Riegler**

**Support: Frank Peterson**

**Vote: All voted in favor**

4) Consent Agenda

a) Approval of Agenda, minutes from March 28, 2017 meeting, acceptance of the financial statements as of March 1, 2017,

**Motion: John Riegler**

**Support: Bruce Lindstrom**

**Vote: All voted in favor**

5) Public Comment (on an agenda item) – None. The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

6) Unfinished Business

a) A continuation of the discussion of the BID renewal beyond 2017. A special committee of Mike Hennessy, Doug Pollock and Bob Tarrant worked with Dave Alexander to come up with a recommendation for a three-year extension of the BID from 2018 through 2020.

**BID district:** John Riegler presented a slightly expanded BID district map to the board for consideration. It would expand the district to the east and south but not across Shoreline Drive to the north. He explains it "squares off" the district and captures several properties within blocks of Third Street and Western Avenue now not part of the BID but much closer to the heart of downtown than those properties on the far east and west of the current district. He stressed the fairness issue. The board had an extended discussion of the expanded boundaries. A motion was made to expand the map as proposed. (See attached)

**Motion: John Riegler**  
**Support: Mike Hennessy**  
**Vote: All voted in favor**

**A and B categories:** The category definitions are found in the BID bylaws, which are able to be amended with a major vote of the BID board. An extended conversation came down to the "fairness" issue of having "automotive" businesses in the B classification. There are downtown B class businesses that have significant "retail" operations but are automotive or motorcycle in nature, several board members said. A motion was made to remove the word "automotive" from the B classification definition in the BID bylaws and moving all but "manufacturing or industrial" businesses into the A classification.

**Motion: Frank Peterson**  
**Support: Bob Tarrant**  
**Vote: All voted in favor**

**Assessment rates:** The special committee recommended that A properties remain at 8 cents a square foot but that B properties be raised from 2 cents a s/f to 4 cents a s/f. Maximum A assessments would increase from \$3,000 to \$4,000 and maximum B assessments would go from \$750 to \$2,000. City Commissioner Ken Johnson said he understood the "fairness" issue in the current spread between A and B properties but the increase for B properties might be too much for him to support. Board members Bob Tarrant, Frank Peterson and Doug Pollock expressed strong support for the committee's recommendation. Bob Tarrant said that an improved downtown is the greatest benefit for all BID properties as land values increase, justifying the significant increase in B properties.

**Motion: Frank Peterson**  
**Support: Bob Tarrant**  
**Vote: All voted in favor**

With board decisions on the specific issues of BID renewal, Dave Alexander will provide documents showing the new map, a recommendation on B properties that would become A properties and new properties (and categories) for the newly expanded BID areas, all per board action. He will provide this information and have it available for a final BID vote on its recommendation to the Muskegon City Commission at the May 23, 2017 meeting.

- b) The board received a brief report from Dave Alexander on a downtown planter contract with Barry's Flowers and a letter of understanding with the city Department of Public Works for downtown landscaping.

7) New Business

- a) The board received written information on the use of the remaining in the BID \$24,000 budget for events, marketing and promotion for 2017. There was no time for discussion.

8) Adjournment

5:25 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.





**Blue** = 2016-2017 BID District

**Black** = 2018-2020 proposed BID District expansion

05/19/2017 03:00 PM

User: beth.lewis  
DB: Muskegon

## ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

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PERIOD ENDING 05/31/2017

GL NUMBER	DESCRIPTION	2016-17 AMENDED BUDGET	BEG. BALANCE 07/01/2016	ACTIVITY FOR MONTH 05/31/2017	YEAR-TO-DATE THRU 05/31/17	END BALANCE 05/31/2017
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## Fund 297 - DOWNTOWN MUSKEGON BID

Assets						
297-00000-1101	CASH IN BANK	19,150.76	(3,880.01)	80,462.61	99,613.37	
297-00000-1251	ACCOUNTS RECEIVABLE	0.00	0.00	0.00	0.00	
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE	0.00	0.00	0.00	0.00	

## TOTAL ASSETS

19,150.76	(3,880.01)	80,462.61	99,613.37
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Liabilities			
297-00000-2100	ACCOUNTS PAYABLE	3,700.00	0.00

## TOTAL LIABILITIES

3,700.00	0.00	(3,700.00)	0.00
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Fund Equity			
297-00000-3400	FUND BALANCE UNRESERVED	15,450.76	0.00

## TOTAL FUND EQUITY

15,450.76	0.00	0.00	15,450.76
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Revenues			
297-00000-4161	SPECIAL ASSESSMENTS	150,000.00	0.00
297-00000-4805	CONTRIBUTIONS	0.00	0.00
297-00000-4901	OP. TRANS FROM GENERAL FUND	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00	0.00

## TOTAL REVENUES

150,000.00	0.00	162,734.69	162,734.69
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Expenditures			
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	150,000.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00	0.00
297-70803-5207	POSTAGE	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00	0.00
297-70803-5352	PUBLIC RELATIONS	0.00	3,880.01

## TOTAL EXPENDITURES

150,000.00	3,880.01	78,572.08	78,572.08
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To: BID Board and DMN Board

From: Dave Alexander, DMN executive director

Re: Business Improvement District extension

Date: May 2017



I had a meeting with Muskegon planner Mike Francek who has the staff assignment of working with the BID on renewal issues for going beyond 2018. As was the case in 2016 for the 2017 renewal, city staff from planning and finance will help us and the city commission again through the process.

Here is an outline of the process that we will all need to go through to have the BID extended for a recommended three years. The BID board will take its final vote(s) on the BID extension for 2018-2020 at its May 23 meeting and I will seek endorsement by the DMN board at its June 8 meeting.

The BID needs to be approved by the city commission by Oct. 31, 2017. We are about two months ahead of our schedule from 2016 and thus will move our two public hearings up a month on the commission calendar.

The timetable looks like this:

**May 23:** Final BID votes on the recommendation for city assessor and ultimately the Muskegon City Commission.

**June 8:** Endorsement vote by the Downtown Muskegon Now board.

**July 1:** DMN executive director verifies the assessment roll for the city assessor and provides the annual budget and proposed assessment rate/maximum cap.

**July 28:** City assessor completes a "benefit analysis summary" for use in the notices and public hearings.

**Aug. 1:** Two notices of the Aug. 22 public hearing on the creation of the district are published in The Muskegon Chronicle.

**Aug. 11:** Notices of the proposed district and likely assessments for each property are mailed to property owners by the city.

**Aug. 23:** A public hearing on the creation of the district and vote by the Muskegon City Commission.

**Sept. 1:** Two notices of the Sept. 26 public hearing on the approval of the assessment role are published in The Muskegon Chronicle.

**Sept. 15:** Notices of the proposed assessments for each property are mailed to property owners by the city.

**Sept. 26:** A public hearing on the final assessment rolls and vote by the Muskegon City Commission.

**Oct. 31:** If approved, assessments placed on winter tax bills.

**Jan. 1:** The new BID year begins, if approved by the Muskegon City Commission.

To: BID board

From: Dave Alexander, DMN

Re: Final board recommendation for BID beyond 2017

Date: April 26 2017

*Handwritten signature: Pawz a.*

**What the BID board would need to recommend to the city commission for BID extension beyond 2017:**

1. Do we need to extend it, does the downtown need a base of funding for common maintenance, improvements, events and promotion?

**Yes, downtown needs a funding base for common maintenance and promotion.**

2. For how many years?

**Three years**

3. The district boundaries?

**Expanded slightly to the east and south per attached map.**

4. The assessment categories and their definitions

**The BID Bylaws were changed to remove "automotive" from the B category, moving several B properties into A properties.**

5. The assessment rates for each category

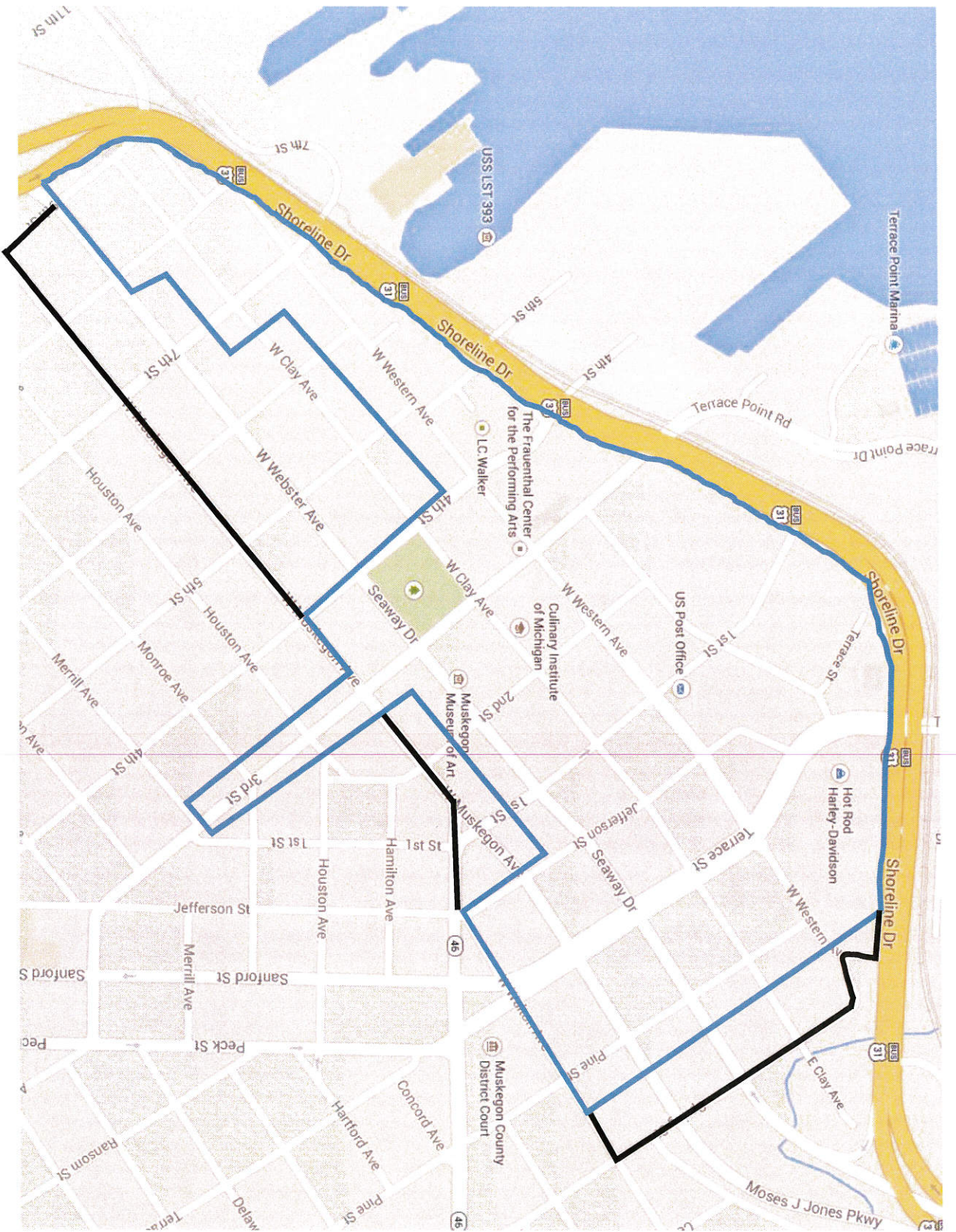
**An increase of the B properties from 0.02 cents a s/f to 0.04 cents a s/f and maximum amounts for A properties going from \$3,000 to \$4,000 and B properties going from \$750 to \$2,000.**

6. An estimated annual budget and work plan

**With the changes in the district boundaries and the above rates and maximums the total revenues must be computed. Currently the BID in 2017 generated \$115,000. The work plan should be putting those resources into snow plowing, landscaping and administration with the remainder decided through a discussion of the BID board in May.**

7. Method of payment such as the current winter property tax bills.

**Keep with the current winter property tax bills.**



**Blue** = 2016-2017 BID District

**Black** = 2018-2020 proposed BID District expansion



Recommended B to A classifications

PARCEL NO.	PROPERTY ADDRESS	OWNER	Business	SF of Lot	ASSESSMENT AMT 2017	CLASS in 2017	Proposed class 2018-2020	Estimated new annual assessment
24-205-174-0008-00	772 Pine	WITT LEE A TRUST	vacant, zoned MainStreet commercial	4224	\$84.48	B	A	\$337.92
24-205-175-0018-00	118 W Clay	VERIZON INC	Frontier parking lot	17424	\$348.48	B	A	\$1,393.92
24-205-175-0021-00	777 Pine	MCDERMOTT WILLIAM/DENISE	Muskegon Glass Co.	15576	\$311.52	B	A	\$1,246.08
24-205-176-0012-00	66 W Webster	NW AMERICA REAL ESTATE LLC	vacant, parking zoned MS	5676	\$113.52	B	A	\$454.08
24-205-176-0013-00	821 Pine	NW AMERICA REAL ESTATE LLC	vacant, parking zoned MS	1386	\$27.72	B	A	\$110.88
24-205-176-0015-00	813 Pine	NW AMERICA REAL ESTATE LLC	vacant, parking zoned MS	4554	\$91.08	B	A	\$364.32
24-205-177-0007-00	820 Pine	NW MILL REAL ESTATE LLC	Industrial wholesale	26136	\$522.72	B	B	\$1,045.44
24-205-186-0009-00	860 Pine	J & K PROPERTIES OF W MI INC	auto related sales	16045	\$320.90	B	A	\$1,283.60
24-205-188-0012-00	952 Terrace	SWATEK TRUST	Firestone store	13860	\$277.20	B	A	\$1,108.80
24-205-317-0007-00	1208 8th St	JACOBSEN MICHAEL H TRUST	Vacant commercial, zoned neighborhood edge	24222	\$484.44	B	A	\$1,937.76
24-205-318-0001-00	664 W Clay	MI DOWNTOWN PROPERTIES LLC	Industrial manufacturing	77614	\$750.00	B	B	\$2,000.00
24-205-318-0003-00	1250 9th	STRONG LEIGH JR/LINDA	Port City Paints, retail and manufacturing	21120	\$422.40	B	B	\$844.80
24-205-318-0008-00	650 W Clay	MI DOWNTOWN PROPERTIES LLC	Industrial manufacturing	4800	\$96.00	B	B	\$192.00
24-205-321-0001-00	665 W Clay	WWG HOLDINGS LLC	Ginman Tire	27720	\$554.40	B	A	\$2,217.60
24-205-321-0004-00	699 W Clay	WWG HOLDINGS LLC	Vacant commercial (Ginman), zoned NE	27580	\$195.60	B	A	2,206.40
24-205-321-0007-00	1288 9th	RELIABLE TOWING INC	Automotive service	41758	\$750.00	B	A	\$3,340.64
24-205-321-0012-00	1237 8th	WWG HOLDINGS LLC	Ginman Tire property	13400	\$268.00	B	A	\$1,072.00
24-205-322-0007-00	1236 8th	CMN ENTERPRISES LLC	vacant building manufacturing	17424	\$348.48	B	B	\$696.96
24-205-556-0001-00	149 Shoreline	HOT ROD HARLEY DAVIDSON	Motorcycle/accessories sales and service	296454.83	\$750.00	B	A	\$4,000.00
<b>TOTAL</b>					<b>\$6,716.94</b>			<b>\$25,853.20</b>

# New properties in the expanded district

address	business/owner	acreage	property square footage	class	estimated assessment
67 W. Western	Witt Buick		1.16	50529 A	na
28 E. Clay	Witt Buick		1.13	49222 A	4,000
43 W. Clay	NW Mill RE LLC		0.2	8712 A	\$696.96
9 E. Webster	EJE Properties LLC		1.03	44866 A	\$3,589.28
805 Spring	EJE Properties LLC		0.14	6098 A	\$487.84
32 E. Muskegon	William C. Scriver		0.24	10454 A	\$836.32
22. E. Muskegon	William C. Scriver		0.11	4791 A	\$527.01
20. E. Muskegon	William C. Scriver		0.19	8276 A	\$662.08
12 E. Muskegon	Pigeon Creek Furniture LLC		0.2	8712 A	\$696.96
11 E. Muskegon	Admiral Real Estate I LLC		0.49	21344 A	\$1,707.52
45. E. Muskegon	Laketon Properties LLC		0.79	34412 A	\$2,752.96
120 W. Apple	RES IPSA		0.45	19602 A	\$1,568.16
151 W. Muskegon	US 31 BBQ		0.35	15246 A	\$1,219.88
165 W. Muskegon	Sunrise Properties LLC		0.39	16988 A	\$1,359.04
156 W. Muskegon	Hairitage Properties LLC		0.08	3484 A	\$278.72
164 W. Muskegon	Hairitage		0.19	8276 A	\$662.08
976 First	Green Bacs LLC/MEC Tattoo		0.21	9147 A	\$731.76
446 W. Webster	Emory House/B&B		0.23	10018 A	\$801.50
520 W. Clay	Stanley Sieradzki		0.21	9147 A	\$731.76
1104 Sixth	Stanley Sieradzki		0.22	9583 A	\$766.64
546 W. Clay	3M Investments		0.18	7840 A	\$627.20
Total					\$24,703.67



To: BID board members

From: Dave Alexander, DMN executive director

Re: 2018-2020 BID budget outline

Date: May 18, 2017



If the BID board goes through with its recommendations from the April 25 special meeting, I have estimated that total annual revenues would be approximately \$171,000. You need to provide a preliminary outline of how the annual funds would be spent for the next three years.

When I arrived in my position in January 2016, prior BID board action established the budget for 2016. Since you only had five or six months of BID history when renewing the district for 2017, the board approved pretty much a status quo budget. Here is what you provided in the 2017 BID proposal:

Proposed 2017 BID budget

2016 BID Fund Balance	\$64,687
2017 Estimated Revenues	\$115,223
<b>2017 Expenditures</b>	
Snow removal	(\$72,000)
Landscaping	(\$16,000)
Marketing, promotion, events	(\$24,000)
Streetscape	(\$13,000)
Administration	(\$25,000)
<b>Total</b>	<b>(\$150,000)</b>
Estimated Fund Balance Dec. 31, 2017	\$29,910

Our fund balance should be somewhat greater than \$30,000 at the end of 2017 but that depends on spending outside of snow, administration and landscaping for the next seven month. Looking forward to 2018 and beyond, here is what I would estimate to be conservative spending in the three categories of which I believe there is consensus on the BID board: \$75,000 for snow removal, \$25,000 for landscaping and \$25,000 for administration. That would total \$125,000, leaving a fund balance each year of approximately \$46,000, based on current BID board recommendations.

In the past two years, the BID had general categories of "marketing, promotion and events" and "streetscape." The first spending category has paid for the downtown website redesign, hosting and maintenance; the downtown annual tri-fold map; advertising the VisitMuskegon annual guide; sponsorship of First Fridays; and Holidays in the City/Community Christmas Tree Lighting among other items. The second spending category has included outdoor map signs, Christmas lights and a contribution to the pop up shops of Western Market.

The BID board has to set an outline of a budget for the next three years beyond 2017. For the \$46,000 of projected annual fund balance, how do you want to spend those resources? One option is reduce assessments and/or maximums. Another option is to select current or new expenditure categories. To give the BID board a wide array of possibilities, I have attached a copy of the section of the BID enabling act that outline "powers and authorities." Snow removal can be found in section 10a. (1) (b) and (h);

landscaping can be found in section 10a. (1) (d); and administration in section 10a. (2). There are plenty of other options that may or may not make sense for downtown Muskegon.

How do you want to proceed with projected annual budgets for the next three years?

**125.990a Business improvement zone as public body corporate; powers; authority.**

Sec. 10a. (1) A business improvement zone is a public body corporate and may do 1 or more of the following for the benefit of property owners located in the business improvement zone:

- (a) Acquire, through purchase, lease, or gift, construct, develop, improve, maintain, operate, or reconstruct park areas, planting areas, and related facilities within the zone area.
  - (b) Acquire, construct, clean, improve, maintain, reconstruct, or relocate sidewalks, street curbing, street medians, fountains, and lighting within the zone area.
  - (c) Develop and propose lighting standards within the zone area.
  - (d) Acquire, plant, and maintain trees, shrubs, flowers, or other vegetation within the zone area.
  - (e) Provide or contract for security services with other public or private entities and purchase equipment or technology related to security services within the zone area.
  - (f) Promote and sponsor cultural or recreational activities.
  - (g) Engage in economic development activities, including, but not limited to, promotion of business, retail, or industrial development, developer recruitment, business recruitment, business marketing, business retention, public relations efforts, and market research.
  - (h) Engage in other activities with the purpose to enhance the economic prosperity, enjoyment, appearance, image, and safety of the zone area.
  - (i) Acquire by purchase or gift, maintain, or operate real or personal property necessary to implement this chapter.
  - (j) Solicit and accept gifts or grants to further the zone plan.
  - (k) Sue or be sued.
  - (l) Do all other acts and things necessary or convenient to exercise the powers, duties, and jurisdictions of the business improvement zone under this act or other laws that relate to the purposes, powers, duties, and jurisdictions of the business improvement zone.
- (2) A business improvement zone may contract with a nonprofit corporation or any other public or private entity and may pay a reasonable fee to the nonprofit corporation or other public or private entity for services provided. Two or more business improvement zones may contract with the same nonprofit corporation or public or private entity under this subsection.
- (3) A business improvement zone has the authority to borrow money in anticipation of the receipt of assessments if all of the following conditions are satisfied:
- (a) The loan will not be requested or authorized, or will not mature, within 90 days before the expiration of the 10-year period.
  - (b) The amount of the loan does not exceed 50% of the annual average assessment revenue of the business improvement zone during the previous year or, in the case of a business improvement zone that has been in existence for less than 1 year, the loan does not exceed 25% of the projected annual assessment revenue.
  - (c) The loan repayment period does not extend beyond the 10-year period.
  - (d) The loan is subject to the revised municipal finance act, 2001 PA 34, MCL 141.2101 to 141.2821.
- (4) The services provided by and projects of a business improvement zone are services and projects of the business improvement zone and are not services, functions, or projects of the municipality in which the business improvement zone is located. The services provided by and projects of a business improvement zone are supplemental to the services, projects, and functions of the city or village in which the business improvement zone is located.
- (5) The business improvement zone has no other authority than the authority described in this act or authorized by other laws of this state.

2017 BID events, marketing, promotion expenditures	Amount
Downtown event insurance	\$1,600
First Friday/1st Quarter sponsorship	\$2,500
Pub Crawl radio advertising	\$600
Holiday in the Cities/Community Xmas tree	\$2,500
Halloween event at the Farmers Market	\$1,000
Downtown website maintenance/updates/hosting	\$2,400
Tri-fold downtown map update/printing	\$2,500
Co-op advertising CVB/Watch Muskegon	\$10,000
Contingency	\$900
Total	\$24,000

## Rapid Growth Media & Downtown Muskegon Business Improvement District Partnership – On The Ground Program

### Strategy

Rapid Growth will use an embedded journalism model to maintain a presence in the Imagine Muskegon Lake district from July through November of 2017. Rapid Growth will focus weekly coverage on the area to tell the story of the businesses, individuals and non-profits working and living there.

### On The Ground Program

Rapid Growth has identified a project editor to understand the district and the nuances of its community. The project editor will hold regular office hours in the neighborhood, as well as attend monthly neighborhood events and convenings, and host dedicated editorial advisories to engage residents and citywide stakeholders for story ideas and networking.

Throughout the program, Rapid Growth will publish weekly content, send a monthly dedicated mailing, and manage consistent social media coverage about the Imagine Muskegon Lake district. Rapid Growth will produce, cover, and promote a finale event upon completion of the project. This will include video coverage and a neighborhood event hosted by Rapid Growth.

Rapid Growth also works with a 3<sup>rd</sup> party evaluator to produce a comprehensive evaluation of the program after the intensive embedded period in each neighborhood.

Muskegon BID ads will be placed alongside On The Ground content in Rapid Growth.

### — Program Pricing —

#### Coalition

The On The Ground program in Muskegon will be funded by a coalition of partners:

- Michigan Economic Development Corporation
- Watch Muskegon Go/Downtown Muskegon Business Improvement District
- Pure Muskegon
- Community Foundation for Muskegon County
- Muskegon Lakeshore Chamber of Commerce

Total for Downtown Muskegon BID	\$5,000
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Program total	\$48,000
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## — Contract Terms —

Payment terms: Payment due upon receipt of invoice(s).

Contract duration: July – November 2017

No amendment, change or modification to this contract will be effective unless it is in writing and signed by both parties. Either Rapid Growth or Downtown Muskegon Development Improvement District may terminate this contract for any reason by giving the other party 30-days written notice.

This contract contains the entire agreement between Rapid Growth and Downtown Muskegon Business Improvement District, and there are no other conditions in any other written or oral agreement concerning the subject matter in this contract. This contract supersedes any prior written or oral agreement between Rapid Growth and Downtown Muskegon Business Improvement District.

### Issue Media Group's Underwriting Policy

Issue Media Group (IMG) offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and place making.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions.

Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

### — Partnership Approval —

By signing this proposal, the undersigned Client representing The Downtown Muskegon Business Improvement District authorizes Rapid Growth to proceed with the work described in this proposal and to bill according to the terms indicated above.

Accepted by Downtown Muskegon Business Improvement District:	Accepted by Rapid Growth:
_____	_____
Signature	Signature
_____	_____
Name	Paul Schutt
_____	_____
Date	Date



GRAPHICS HOUSE  
**IMAGING**

444 Irwin Ave.  
Muskegon, MI 49442  
800.678.4041 | fax. 231.733.1549

Customer Phone

231-215-8827

Customer Contact

Andrew Haan

# Imaging ESTIMATE

## NEW

Date

5/5/2017

Estimate No.

132413

### Name / Address

Muskegon Downtown Business Improvement  
District  
c/o Downtown Muskegon Now  
380 West Western Avenue, Suite 202  
Muskegon, MI 49440

### Ship To

Downtown Muskegon Now  
Attention: Dave Alexander  
380 West Western Avenue, Suite 202  
Muskegon, MI 49440

Customer to provide print ready art complete with all fonts, die lines and hard copy. Design charges will be added subject to the above criteria upon receipt of the art files. Design is billed at \$90 per hour with \$22.50 minimum for any design changes.

FOB

P.O. No.

Terms

CSR

Rep

Muskegon

Check

RMR

### Description

Height

Width

Qty

Rate

Total

Aluminum Upright Bulletin Case 36"w x 48"h. Visual area will be 30.875"w x 43.125"h. Includes (2) 2.5" x 5" x 96" posts. Contains 3/8" neoprene rubber inside the case. Powder coated textured black or a standard NPS color - brown, dark brown or medium gray.

Security Lock Snap Frame Wall Mount

Rigid Vinyl Prints - Muskegon Events

36"

48"

2

150.00

300.00T

36"

48"

3

96.81

290.43T

Standard Lead Time is 5-7 business days after proof approval  
25% Rush Fee for 3-4 day production after proof approval  
50% Rush Fee for 1-2 day production after proof approval  
ALL RUSH ORDERS ARE SHIPPED NEXT DAY AIR!!

**NOTE: ESTIMATES ARE VALID FOR 30 DAYS AND ARE QUOTED IN US DOLLARS**

## APPROVAL

**Please sign below and fax to 231-733-1549**

I approve this order to be accurate in pricing, size and quantities.

Signature

Date

**Subtotal**

\$2,940.43

**Sales Tax (0.0%)**

\$0.00

Shipping & Handling

**Total**

\$2,940.43



Indiana Dunes National Lakeshore

**Welcome**  
Enjoy your visit.

**Hours of Operation**

Season	Hours
Spring (April - May)	9:00 AM - 5:00 PM
Summer (June - August)	8:00 AM - 6:00 PM
Fall (September - October)	9:00 AM - 5:00 PM
Winter (November - March)	10:00 AM - 4:00 PM

**Trail Map**

Trail Name	Length	Difficulty
North Beach Trail	1.5 miles	Easy
South Beach Trail	1.5 miles	Easy
Indiana Dunes State Park Trail	2.5 miles	Easy
Indiana Dunes National Lakeshore Trail	3.5 miles	Easy



**Indiana Dunes National Lakeshore**

The Indiana Dunes National Lakeshore is a 15,000-acre park located on the southern shore of Lake Michigan. It is home to some of the highest sand dunes in the Midwest, as well as a variety of rare and endangered plants and animals. The park is a popular destination for hikers, bikers, and nature lovers alike.

**Things to See and Do:**

- Hike the many miles of trails that wind through the dunes and along the shore.
- Watch the sunset over Lake Michigan from the dunes.
- See the rare and endangered plants and animals that call the dunes home.
- Enjoy the beautiful views of Lake Michigan and the surrounding area.